

NASC GRADUATES FOUR NEW CSEE PARTICIPANTS

Total graduates now exceed 15 in NASC's certification program

CINCINNATI, Ohio - The National Association of Sports Commissions (NASC) is pleased to announce the graduation of four additional members in its Certified Sports Event Executive (CSEE) program.

Four outstanding members of the NASC completed their CSEE program requirements following participation in the fall module held in conjunction with the TEAMS 2004 Conference in Houston last month. They are:

Laura Dixon – Plano Convention & Visitors Bureau (Plano, TX)

Jayne Weigand- Irving Convention & Visitors Bureau (Irving, TX)

Kristen Wood – Buffalo/Niagara Convention & Visitors Bureau (Buffalo, NY)

Regina Zara – Long Island Sports Commission (Long Island, NY)

Since its inception, the NASC has been dedicated to raising the standards of professionalism in the sports event industry. The NASC, in conjunction with University of Kentucky Sports Marketing Academy (UKSMA), inaugurated the CSEE program in April, 2002 at its Sports Event Symposium in Reno, NV.

The CSEE program, open to NASC members only, is a “continuing education” style program where participants are provided with cutting edge knowledge from topics relevant to the sports event industry.

Modules cover a variety of topics, including the core requirements of sales and marketing, strategic planning, the bid process, technology, revenue generation and event management, that increase participants' efficiency and effectiveness in the workplace and allow them to gain the designation as a Certified Sports Event Executive.

Participants in the program must be dues paying members of the NASC, demonstrate a minimum of five years' experience in the industry, and complete up to eight (8) program modules (which may include participation in the UKSMA).

MEDIA INFORMATION: If you need additional information about the National Association of Sports Commissions, the CSEE program and its complete list of graduates, please contact Beth Hecquet at (513) 281-3888

Hecquet can also be reached via e-e-mail at nasc@sportscommissions.org or visit the NASC web site at <http://www.sportscommissions.org> for complete association information.